



Report to the Auburn City Council

Agenda Item No.

City Manager's Approval

To: Honorable Mayor and City Council Members
From: Andy Heath, Director of Administrative Services
By: Shari Conley, Accounting Technician
Date: June 8, 2009
Subject: Updated City Web Site

The Issue

The existing web site at www.auburn.ca.gov is outdated with respect to photos, technical links and the overall look.

Conclusions and Recommendations

Staff recommends that the City Council, by **MOTION**, authorize the Web Site Project Team to transition the current web site to a version that is user friendly, informative, as well as updated with current City of Auburn photos.

Background

A Web Site Project Team was assembled in September 2008 to revamp the existing City of Auburn web site. The current City web site has been in existence for a more than seven years without a cosmetic update of any kind. Although the web site has served its purpose, it is not working to its potential as a competent and friendly tool for both existing and potential residents and users.

The proposed web site contains updated information regarding the city's operations, demographics, as well as several links to informative locations within and/or promoting the City of Auburn. Website links include:

- Think Auburn First
- Auburn Chamber of Commerce
- Visit Auburn
- Old Town Auburn
- Downtown Auburn

The Web Site team researched several other cities web sites and believes that the proposed site compares nicely to other city web site layouts. The main focus is to allow for easy access, low maintenance and navigability.

Alternatives Available to Council; Implications of Alternatives

1. Authorize the Web Site Project Team to replace the current web site with the proposed web site.
2. Do not authorize the Web Site Project Team to replace the current web site with the proposed web site and direct city staff accordingly.

Fiscal Impact

None